5   <u>We claim</u>:

1. In a television viewing personalization system, a method of generating recommendations, comprising the steps of:

parsing, in accordance with a set of stored processing rules, a stream of
10   command signals generated by a control unit in response to control sequences entered into the control unit by a viewer, to generate information representative of the viewer's viewing behavior, and

determining, from the generated information, at least one viewing recommendation.

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2. In a television viewing personalization system including a viewing recommendation generating module, the improvement comprising:

parsing means for parsing, in accordance with a set of stored processing rules, a stream of command signals generated by a control unit in response to control sequences
20   entered into the control unit by a viewer, to generate information representative of the viewer's viewing behavior, and

means, within the viewing recommendation generating module, and in communication with the parsing means, for determining, from the generated information, at least one viewing recommendation.

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